

# SELLING Points

LOTTERY RETAILER NEWSLETTER | July 2017 Vol. 18, No. 1



[sceducationlottery.com](http://sceducationlottery.com)



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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



P.O. BOX 11949 • COLUMBIA, SC • 29211-1949

# Reminders

**BY STATE LAW, ODDS INFORMATION MUST BE DISPLAYED IN ALL RETAIL OUTLETS ADJACENT TO SCEL POINT OF SALE.** This information is included in the piece called “Odds of Our Games.”

**Display the Top Prizes Remaining Report:** Every morning when you sign on, your terminal will generate a “Top Prizes Remaining” report. Please post this updated report in the clear sleeve or the change mat placed on your counter by your MSR. The clear sleeve must be on your ticket dispenser or near the point of purchase. You can run this report at any time from your reports menu if a player requests the information.

SCEL also provides updated prizes remaining and end-of-game information on a weekly basis. This information is also sent out in all ticket orders. Please make sure you review and display the most current information in your play station.

Oversized tickets with odds and prize information are always available for players. MSRs attach this information to a ring on the play station. Encourage players to read the information, but discourage them from removing oversized tickets.

The Instant Game Ticket Information Sign and About Our Odds Sign must be posted at or near the point of purchase.

**Contact Information**

**Ticket Orders:** 1-866-737-7235 (Option 1)  
**Stolen/Missing Tickets:** 1-866-269-5668  
**Intralot Help Desk:** 1-877-500-5202  
**Customer Information:** 1-866-736-9819  
**Winning Numbers Line:** 1-803-734-4966 (IWON)  
**Licensing Information:** 1-866-737-7235 (Option 4)  
**Gambling Addiction Services:** 1-877-452-5155

For more information, visit us online at:  
[www.sceducationlottery.com](http://www.sceducationlottery.com)





Wheel  
FUN!



Let's schedule  
YOUR Promotion!



15,000+  
Wheel Spins  
per year!



Promotions  
Calendar at  
[sceducationlottery.com](http://sceducationlottery.com)

Meet your  
Promotions  
Representatives



Ashlee Langley  
Midlands Promotions



Wendrah McCoy  
Coastal Promotions



Jessica Johnson  
Upstate Promotions

Be Creative with a Second-Chance Drawing!

Time and again customers tell us about their experience at a promotion spinning the prize wheel, what they won and how fun it was! Make your promotion stand out from any others by offering your customers a second-chance drawing at the end of your promotion. Look for second-chance prizes that have value, are always different and stand out from the rest. This will excite your players and drive them to your store!





## SPOTLIGHT

# Coastal Petro

By Monique Burgess, Coastal MSR

For 10 years, Harry and Rupal Patel have been taking care of their customers at **Coastal Petro** in **Myrtle Beach**. For 10 years, they have been making an effort to know all of their customers by name, and they have been providing excellent customer service to those that support them. It is no different when it comes to selling Lottery.

Harry and Rupal hold a Customer Appreciation Day every year to honor their customers and celebrate Coastal Petro's success. A radio remote with the Lottery is part of that celebration.

This year, they served a free barbecue lunch, snow cones, popcorn and gave away lots of other goodies. They also gave away a 40-inch Vizio TV to one lucky grand prize winner!



Coastal Petro opened its doors in 2007 and has been a lottery retailer ever since. Special thanks to Rupal Patel, pictured above, for hosting such a fabulous Customer Appreciation Event and inviting us to take part.

Harry and Rupal pride themselves on treating their customers like family. They don't take for granted that those people could go elsewhere to buy their lucky lottery tickets. They plan to continue the annual Customer Appreciation Day celebration and push lottery sales. Making sure their dispenser is full is a best practice for them.

# New Games

Scheduled to launch Tues., July 11



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

# TICKET Alerts

## LAST DAY TO SELL

Wed., July 5: Crossword Express (#920) & Tic Tac Times (#928)

Wed., July 12: \$125 Grand (#914)

## LAST DAY TO RETURN

Fri., July 21: Cash on the Spot (#905)

Fri., July 28: Triple Dollars (#854), Holiday Cash (#894), Elegant Cash (#896), \$50 or \$100! (#911) & \$500 Cash Spectacular (#915)

## LAST DAY TO REDEEM

Wed., July 5: Mad Money (#823), Quick 7's (#853), Jumbo Bucks (#857), Cash Funds (#871) & Cash Bonanza (#900)  
Tues., July 25: Royal Cash (#872) & Winning 777 (#903)

- Dates Current as of 5/26/2017

**HOLIDAY CLOSING: Tuesday, July 4, 2017** - SCEL and our delivery partners will be closed to observe the July Fourth Holiday. Tickets ordered on Mon., July 3 will be delivered on Wednesday, July 5.